

Costs of College Education Are Going Up

By REYNOLDS KNIGHT
College costs are hardly something to cheer about these days. They are climbing and there's no hope what-
ever for a leveling off in the near future.
The Life Insurance Agency Management Association says that costs at private colleges are up 5 to 7 per cent over the 1965-66 period.
For instance, at Yale tuition, fees, room and board amounted to \$2,800 in 1965-66. Beginning next month it will be \$3,000. As another example, expenses at Duke will rise from \$2,197 to \$2,297; at Kenyon, from \$2,585 to \$2,675 and on the West Coast, Stanford is showing an increase from \$2,595 to \$2,715.
IF YOUR way out of this expense is a regional college within a state system you

can save about 50 per cent of the costs at a private college. However, if the state university you choose is rated high academically, the costs are far from low.
Big business wants, and in many cases demands, college-trained personnel. If your children are to "make it big" in the world of business they obviously must be college graduates. All in all, it's thus more important than ever for parents to plan college financing well in advance.
If you were asked to name the owner of one of the nation's largest exhibits of contemporary art—one which has been seen by more people and shown in more places than virtually any other collection of its kind—you'd probably name a famous museum, a leading philanthropist,

celebrated art patron or even the government.
YOU'D BE wrong. Currently being shown in Iowa after more than 70,000 miles of city-to-city showings, both in this country and abroad, is an art exhibit owned by a manufacturer of floor waxes.
This fact of life about business interest in art patronage was highlighted recently with the announcement that the exhibit, known as "ART: U.S.A.," will be presented to the Smithsonian Institution's National Collection of Fine Arts in 1967 after it completes its present nationwide itinerary. Making the presentation will be S. C. Johnson and Son, Inc. of Racine, Wis., which bought and assembled the collection and has been showing it without charge to hundreds of thousands of

people in Europe and America.
Why does a leading manufacturer sponsor an art collection? Herbert F. Johnson, chairman of the company, offers this answer: "Business organizations have the unique opportunity, by supporting the arts, to help shape the society in which we live and to help define the heritage left for future generations."
ACCORDING to mail-order cigar marketer, 95 out of every 10,000 cigars now sold go to women smokers.
Personal income increased to \$2½ billion in July, reaching a seasonally adjusted annual rate of \$579 3/4 billion, the U. S. Department of Commerce says.
The Department also notes that construction of privately-owned housing units has fallen to an annual rate of 1,064,000, a drop of 12 per cent over the previous six months.

How? By use of rubber diaphragms in the corners of the car. The operation of the diaphragms eliminates the need for "exit slopes" and thus makes possible more storage space.
WHEN THE diaphragms, made of high-strength rubber coated fabric are inflated, they push the grain to the discharge gate where it flows out by gravity along with the rest of the cargo.
Do you have trouble eating spaghetti? A Los Angeles concern is out to solve the problem of floppy spaghetti with the introduction this fall of a battery-powered electric spaghetti fork. A small motor in the handle rotates the fork and rolls the spaghetti into bite-size balls.
An electronic garage door opener designed for one-car garages

opens, closes and locks the garage door with a brush of your fingertip. Sunlight glare bother you? There's an auto glass tint kit containing a 16-ounce can of spray-tint in a choice of six soft colors.
Robert H. Day Jr., 20, whose parents live at 1406 W. 254th St., Harbor City, received an early promotion to Army pay grade private E-2 on the completion of basic combat training at Fort Bliss, Tex., July 30.
He was awarded the promotion two months earlier than is customary because of his score in firing the M-14 rifle, high score on the physical combat proficiency test and his military bearing and leadership abilities.

Extension Business Class Set
A University of California Extension lecture course in small Business Management will be offered area managers and owners of small businesses (less than 100 employees) with big problems, beginning Tuesday, Sept. 20, at North High School.
The eight lectures which are scheduled from 7 to 9:30 p.m. will explore major management functions in the fields of manufacturing, marketing, service or construction and common problems such as competition, efficiency, cost control, profit margin and personnel.
Guest lecturers, all consultants and specialists, will lead discussions after speaking on various aspects of "Producing and Selling Your Products and Services" including market research and market information, purchasing and inventory control, building a successful sales force and the marketing program. Donald C. Demangate, manufacturing manager, Clearbeam Antenna Company, will serve as moderator.
Further information may be obtained from University of California Extension, 3620B W. 182nd St.

Funds for Redondo Approved
Funds to improve a major Redondo Beach street have been approved by the Board of Supervisors, Chairman Burton W. Chace said today.
The board allocated \$79,750 to assist the city of Redondo Beach in the improvement of a section of Inglewood Avenue.
The city will use the \$79,750 for preliminary engineering and right of way purchases to extend Inglewood between Artesia Boulevard and Grant Avenue.
CONSTRUCTION of Inglewood Avenue through the four-block section between Artesia and Grant means the street will be through from the city of Inglewood to Torrance.
"The Inglewood improvement will provide for through traffic in a busy area," Chace said. "It will be of benefit to many county residents in other cities as well as those in the immediate area."
The allocation for the improvements is a portion of the \$9,010,000 currently budgeted by the Board of Supervisors to assist cities in Los Angeles County in the maintenance and construction of vital streets.

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TREESWEET • FROZEN
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3-OZ. CANS

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3-OZ. CANS

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ALPHA BETA WHY PAY MORE?

BIRTHS

SOUTH BAY HOSPITAL

NORDHOFF—Mr. and Mrs. Robert, 1415 W. 254th St., a boy, Brad Warren, July 28.

ROSS—Mr. and Mrs. A. E. 21020 Donora, a girl, Andrea Sue, July 28.

WOFFER—Mr. and Mrs. Melvin, 2728 Arlington, a girl, Tricia Michelle, July 31.

MANDISH—Mr. and Mrs. Michael, 20927 Amie, a girl, Lynne Marie, Aug. 1.

McDANIEL—Mr. and Mrs. Troy, 1426 254th St., a boy, James Sean, Aug. 1.

ANDERSON—Mr. and Mrs. Ronald, 20706 Eastwood Court, a girl, Ronda Lynn, Aug. 2.

JENKS—Mr. and Mrs. William, 25507 President Ave., Harbor City, a girl, Deborah JoAnne, Aug. 3.

HOODMAN—Mr. and Mrs. Paul, 5254 Mariposa St., a boy, Garry Robert, Aug. 3.

SPADON—Mr. and Mrs. Alfred, 22714 Susana Ave., a girl, Anna Lisa, Aug. 5.

MWATERS—Mr. and Mrs. John, 22115 Newkirk Ave., a boy, Paul Wayne, Aug. 6.

ROBERTSON—Mr. and Mrs. J. W., 1649 W. 207th St., a boy, Daniel Shane, Aug. 9.

MUTCHISON—Mr. and Mrs. Robert, 21523 Grant Ave., a girl, Holly Ann, Aug. 10.

BRUNSON—Mr. and Mrs. Robert, 22727 Anza Ave., a girl, Holly Jean, Aug. 11.

MORROW—Mr. and Mrs. Frederick, 16204 W. 271th St., a boy, Frederick Christopher, Aug. 14.

McNEIL—Mr. and Mrs. Michael, 25214 Bigelow, a boy, Michael Anthony, Aug. 15.

KELLY—Mr. and Mrs. Daniel, 23102 Huber Ave., a boy, Steven Kelly, Aug. 15.

KASS—Mr. and Mrs. Peter, 20355 Anza Ave., a boy, Perry Jon, Aug. 15.